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Marc J Epstein Marc J Epstein is Distinguished Resear ch Professor of Management at Jones Graduate School of Business at Rice University in Houston, Texas Prior to joining Rice, Dr Epstein was a professor at Stanford Business School, Harvard Business School, and INSEAD (European Institute of Business Administration) In

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Source: Marc J Epstein, Making Sustainability Work: Best Practices in Managing and Measuring Corporate Social, Environmental, and Economic Impacts, Greenleaf Publishing Limited, Sheffield, England, and Berrett-Koehler Publishers, Inc, San Francisco, Calif, 2008 THREE MAJOR SETS OF IMPACTS 1 Corporate Costs/Benefits of Actions 2 Social Impact

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methods The tool is built on a decision-making model that highlights operational and sustainability outcomes The underlying model is an adaptation of a corporate sustainability model presented in an article by Marc J Epstein titled “Implementing Corporate Sustainability: Measuring and Managing Social and Environmental

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The Balanced Scorecard and Tableau de Bord: A Global Perspective on Translating Strategy into Action by Marc J Epstein and Jean-Francois Manzoni INSEAD, The European Institute of Business Administration, Bd de Constance, F-77300 Fontainebleau, France (P) 33 1 6072 40 00 (F) 33 1 64 22 77 31 (E) epstein@inseadfr or manzoni@inseadfr Abstract

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